
Neuromarketing

Underground Gazette

Issue #1, Volume 1

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Brief Word From The Editor

Welcome to issue #1 of the NUG!

When a visitor lands on your landing page, the **first five seconds** determines whether your prospect will even bother to stick around any longer.

Thusly, highly profitable Neuromarketing requires a secret blend of human psychology **Hot Button** ‘herbs and spices’ to induce a steady flurry of subscribers and sales. Thankfully for us, world-renowned researcher and psychologist, Dr. Robert Cialdini gave us the core ‘recipe’.

Simply by *invoking specific emotions* in our prospects, we can **simultaneously increase...**

- Overall “stickiness”
- AND call-to-action probabilities

...by a **multiplicative factor** (and a *full order of magnitude or more*, in certain cases).

Hence it seems only fitting that the first few issues of NUG are dedicated to the **practical digital marketing applications** of one of the true ‘Founding Forefathers’ of Neuromarketing as we know it today.

On that note, several years ago Dr. Cialdini wrote a epic manifesto on the Laws of Persuasion, titled **Influence: Science and Practice**. In it, he whittled his findings down to six key social influence and Persuasion Principles.

Much more recently, in an 2014 interview with Roger Dooley, Dr. Cialdini went on public record stating that there were no further Persuasion Principles to add to the original six. Then, in 2016, Dr. Cialdini revised his research and added a **seventh Persuasion Principle**.

Collectively, this stuff is pure Jedi-level behavioral influence at the primordial “lizard brain” level. For example, Dr. Cialdini points out that social influence and persuasion are neither luck nor magic, *but rather science*.

With that said, get ready to boost your conversion rates AND lower buying resistance with these powerful little emo-boosters. However, before we dive in to the Good Stuff... in all fairness, Dr. Cialdini issued a **sobering warning** worth heeding:

“When these tools are used unethically as weapons of influence... any short-term gains will almost invariably be followed by long-term losses.”

- Robert Cialdini

And so without any further ado, let's get to it!

Reciprocity Persuasion Principle

Simply stated, the Law of Reciprocity kicks in when you do something for your visitors, such as freely share valuable information with them. People naturally tend to feel indebted to those who *truly do them right*.

Consequently, when a blog post or landing page generously shares highly valuable information up front (with absolutely no strings attached), this starts building trust out the starting gate.

According to Dr. Cialdini:

“The implication is you have to go first. Give something: give information, give free samples, give a positive experience to people and they will want to give you something in return.”

Back in 2005, **Randy Garner** published his infamous “Sticky Note Experiment” to determine to what degree of persuasiveness sticky notes had on people's willingness to respond to a marketing survey:

- One third of the surveys had no sticky note (34% response rate).
- One third had a blank sticky note with no writing whatsoever (43% response rate).
- One third of the surveys had a hand-written sticky note requesting survey participation (69% response rate).

According to Dr. Cialdini:

“...not only did those who received the hand-written note have twice as much compliance, the quality of the answers they gave was significantly better.”

Another fascinating study was done on *how much free dinner mints affected restaurant tipping*. The results this study unearthed are nothing short of **mind-blowingly astounding**.

In the study, giving patrons an after dinner mint typically increased tips by approximately 3%. Yet when two dinner mints were offer to patrons, the tips didn't just merely double... they went up by a **whopping 14%** (i.e. nearly a **5X increase** over a single dinner mint).

But wait, it gets *even crazier*.

It was discovered that when the waitress gave a single dinner mint, then started to walk off, pauses, turns back around and says “For you nice people, here's an extra mint”... tips increased by an **astronomical 23%!**

So in this case, it wasn't just the offering of a second mint, but *how that second mint was presented socially*. Hence the Law of Reciprocity also explains why quality information can work as well as a physical free sample or gift.

Why even bother with reciprocity as a Digital Marketer when you could simply throw up a freebie squeeze page offer instead, seeing as this would result in a more predictable outcome.

According to Neuromarketing Master, **Roger Dooley**:

“The reason is simple. The power of psychological reciprocity is that the benefits to each side can be **profoundly unequal**.

The underlying concept in using reciprocity to influence others is that it is never a quid-pro-quo exchange. It doesn't work if one favor is contingent on the other.

For example, the common technique of rewarding those who subscribe to a newsletter with, say, a free ebook, can be effective. But, it's not reciprocity. It's a transaction.”

Every form of communication (whether email, RSS feed, social media, etc.) should always strive to build reader trust via real value shared freely with no strings; particularly if it is *personalized and unexpected*.

A great example of this is what Dooley calls the “**double-reward approach**”. This strategy involves allowing visitors to download something truly valuable without subscribing. Then, after downloading their awesome freebie (and reciprocity is invoked), they'd see an invitation (call to action) to subscribe for another high-quality related freebie.

The first reciprocation-invoking freebie would make the subscribe offer more attractive (i.e. the second closely-related freebie).

This has the added benefit of *shortening the trust-building curve* to a certain degree, relative to 1) the overall quality of the freebies and 2) how many truly free no-strings freebies are shared; all leading to a *unified subscribe call to action*.

Actionable Takeaway

Here's the core essence of what I simply coined the “**Reciprocating Viral Effect Strategy**”. Done right, this strategy works like gangbusters.

- First off, either 1) create or outsource your own special report material or 2) at least be able to *re-license the original content* (i.e. such as with certain types of “open” content).
- In conjunction with this, also create or outsource a compelling **professional e-cover design** for each of your Truly Free goodies.
- Lastly, you will also need to create or outsource an **emotionally-charged alluring piece of teaser copy** for each one (i.e. as if you were creating a squeeze page offer).
- Prominently displayed up toward the very top, be sure to proactively license your Truly Free special reports under a [Creative Commons CC BY ND](#) license.

In a nutshell, this particular Creative Commons license encourages the sharing of your freebie (both freely and commercially), so long as *no derivatives are created from it and it's redistributed as received*.

After your special report is created, for maximum viral impact, make sure that 1) the 3D e-cover is in **PNG with transparency**; and that 2) the teaser copy is in **DOC format**.

You would then:

- Upload the ecover and teaser copy, and grab the link for both,
- Then the “secret sauce” - *embed them into your special report* in a prominently visible area; whereby encouraging others to download these handy “share tools”.
- Then, after testing the links, upload the final render of your special report.
- Also be sure to make it clear that *they can modify the teaser copy* (just not the PDF itself).

In order for you to fully grasp the above strategy, the [Ultimate Guide for Creative Professionals](#) demonstrates it perfectly.

Pay particular attention to how 1) the CC BY ND license is prominently displayed (and hyperlinked) in its own “Redistribution Rights” section, just under the “Brief Word From The Editor” section, and 2) also has the direct links to the e-cover and teaser copy just below the Creative Commons license.

Now, imagine this same powerful Reciprocating Viral Effect Strategy applied to *your own* special report.

Remember: The easier you make it for people to share your stuff, the more likely they'll be willing to do it. Also, this strategy works *even better* if it's truly **evergreen content**. Powerful stuff indeed!

And that's a perfect place to wrap up issue #1 of the Neuromarketing Underground Gazette.

See you in issue #2!

Mark “Multimedia Jedi” Bravura

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